

PARLIAMENT  
*Lights*



# THE PERFECT RECESS

Re-cess (Webster): A break from activity for rest or relaxation.  
Re-cess (Parliament): A unique filter for extra smooth taste and low tar enjoyment.

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Feb '86.

PHILIP MORRIS INC.  
JOB NO: PRL-P7-4846B  
AD NO: 326B  
TITLE: Campfire  
SIZE: P 4/C Bld (8 5/8 x 11 1/8)  
PUBLICATIONS: National Consumer Magazine  
YEAR: 1987  
THIS ADVERTISEMENT PREPARED BY  
BACKER & SPIELVOGEL

WARNING EXHIBIT SIZE: 2  
WARNING STATEMENT: B  
TAR & NICOTINE SIZE: 10pt  
COVER DATE: 7/7/87  
QUARTER OF COVER DATE: Third



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